

Wealth managers take various paths into the field

Common themes: Ability to work with people and manage risks

BY CASEY TONG

ealth managers might seem to be cut from the same mold they talk about shaping financial plans based on their clients' needs, personalities and risk tolerance.

But while they may use common buzzwords, wealth managers come to the field from a variety of backgrounds.

Lori Hamano, a financial adviser at Morgan Stanley Smith Barney, earned a degree in economic theory from New York University. While working as an intern on Wall Street, she was asked a question that made economics seem all too real.

Her boss asked how much money she thought she would need to retire. Hamano, who had a modest student lifestyle, didn't think it would take much.

When her boss explained why she was wrong, Hamano became fascinated with learning about money management.

"It's amazing how much having information can change your life," she said.

 $After \, college, Hamano \, worked \, for \, six$ years as a trader on the American Stock Exchange

"It was just me and the market," she said. "The goal was to make money, and

But she wanted more.

NABCAP list of top wealth advisers

The accompanying list of Hawaii wealth advisers was evaluated and selected by the National Association of Board Certified Advisory Practices – NABCAP. The practices listed alphabetically on Page 22 were selected by NABCAP after surveying advisers throughout Hawaii. Though all practices met NABCAP's objective criteria, these six were singled out as exemplary:

Practice (City)	Category of Excellence
Eric Fujimoto (Honolulu)	Client Education & Customer Service Model
The Strada/McRoberts Team (Honolulu)	Client Education & Customer Service Model
Island Wealth Management (Honolulu)	Financial Planning
The Rand Group (Kahului)	Financial Planning
East West Wealth Management (Honolulu)	Risk Management
Pacarro Group (Honolulu)	Risk Management

"I wanted to work with people, and if I wanted to have a family, to be able to set my hours," she said.

In 2010, she returned to her native Hawaii and went into wealth management.

Cliff Robello, president of CMR Financial Advisors Inc., took a less-direct

After earning an economics degree from the University of Hawaii Manoa. he considered working for a bank. But the banks didn't pay well, so he went to work washing cars for Tropical Rent-A-Car, and then as a store manager trainee at Wendy's. While working at Wendy's. he remained fascinated with economics, often reading books on the subject.

"I was a sick puppy," he joked. His big break came when his father-in law, who managed 401(k) plans for the City and County of Honolulu, asked for help. Robello was not interested, thinking the job involved selling insurance, but he relented.

He hasn't looked back. He saw 401(k) plans in their "infancy" and tapped into a "built-in network" of thousands of employees from the city and The Queen's Medical Center

As the plans grew, people began asking Robello how to invest their money for future generations. He then transitioned into wealth management, where he helped fewer people, but offered "deeper services."

During his 25 years in the field, Robello, $a\,Maui\,native, has\,embraced\,what\,he\,calls$ a "plantation mentality," urging his clients to work hard and save for the future.

David Ching, a wealth manager at Morgan Stanley, got his start as an aerospace engineer.

After earning a degree in electrical engineering from USC, Ching worked for 10 years in the aerospace and defense industry. The work was secure and paid well, but he found his real passion was for personal finance and investing. Having a child prompted him to make a career change.

"You tell your kids to do what they love," he said. "If I wanted to tell my daughter that, I had to do it myself."

While Hamano, Robello and Chingentered the field in different ways, they share a desire to know and help their clients.

'The No. 1 skill you need is not just hearing, but actually listening to people," Hamano said. "It's not just about a balance sheet — you need to understand their passions and what they really care about in life.

Robello noted that clients have different personalities and concepts, and said a wealth manager sometimes needs to be as skilled in psychology as in finance.

They also understand the importance of their jobs.

"People are handing you their lives,"

Robello gauges how much his clients can lose before investing their money.

"People call it risk tolerance, but I call it loss tolerance." he said.

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We are pleased to congratulate...

The Kaya Takamoto Wealth Management Group and The Kikawa Institutional Group, who have distinguished themselves among their peers by earning the National Association of Board Certified Advisory Practices (NABCAP) designation as "Top Wealth Managers of 2012." Based on NABCAP's objective selection process, this distinctive award acknowledges their dedication to their clients' long-term financial plans and commitment to excellence.

The Kaya Takamoto Wealth Management Group

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The Kikawa Institutional Group

Ronald Kikawa

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Gregg Matsuura

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Senior Vice President-Investments

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UBS Financial Services Inc. 733 Bishop Street, Suite 1600 Honolulu, HI 96813

We will not rest



Accountants turn to fast-growing field of forensics

BY MARK ABRAMSON

ome Certified Public Accountants are turning to a field that helps businesses catch embezzlers, detect fraudulent activity, solve monetary disputes and help couples settle divorces.

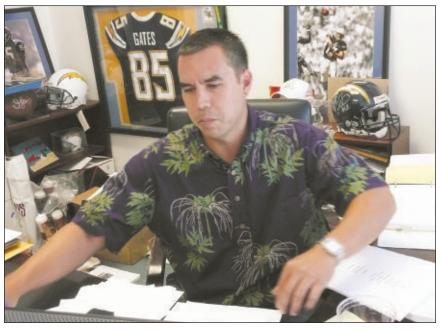
The field is forensic accounting and it's a growing area for CPA firms. About a fourth of the firms that offer forensic accounting have added staff, according to a 2011 American Institute of CPAs survey of forensic accounting professionals.

Greg Regan, a member of the institute's 12-member Forensic and Litigation Services Committee, said there are approximately 7,000 forensic accountants in the United States, and colleges and universities are beginning to offer classes in the specialty. Regan teaches forensic accounting at Golden Gate University and is a partner in San Franciscobased Hemming Morse, a litigation and forensic consulting services group.

A local CPA who specializes in the field said revenue from forensic accounting is expected to grow 20 percent in the next year.

"I think what draws people into this area is the increased demand for it," said Kimo Todd, a partner at the CPA firm Candon Todd & Seabolt in Honolulu. "The reason someone would want to go into this is, they desire a job that changes with every day. You deal with different problems, so variety is a big part of it."

Regan estimated that the compensation for a forensic accountant is 15 percent to 20 percent more than what



WARK ABRAMSON PBI

Kimo Todd, a forensic accountant and partner at the CPA firm Candon Todd & Seabolt in Honolulu, says one reason accountants get into the forensics side of the business is because it offers a new experience every day. Forensic accountants are often called to testify in civil and criminal cases.

 $the\,more\,traditional\,accountants\,earn.$

One of the biggest areas of growth in forensic accounting is helping settle disputes among business partners. For example, one partner might be selling his or her share of the business and a forensic accountant is called in to determine the value of that share, Todd said. Divorce work also is in high

demand, he said.

Becoming an expert in the field, however, takes time and experience.

The institute, which started its certification program in 2008, requires at least 1,000 hours and five years of experience in forensic accounting and accountants must pass a test.

Forensic accountants also can become

What is forensic accounting?

Wikipedia defines forensic accounting as a "specialty practice area of accountancy that describes engagements that result from actual or anticipated disputes or litigation." The word "forensic" means "suitable for use in a court of law," and forensic accountants are often called to testify in civil and criminal trials.

certified to determine business valuations. They must hold a valid CPA license or certificate and pass an exam. They also must complete six valuations, at least 150 hours of valuation work or be a full-time instructor who has taught at least four college courses in valuation.

Becoming certified opens new doors for forensic accountants because they are considered experts in the field and can testify in civil and criminal cases.

"When you get this work, it's from an attorney trusting you," said Nancy Tudor, a partner at Tudor Wilson & Associates CPAs in Honolulu. "It's something forensic accountants like to do, be on the [witness] stand. It tends to be more interesting."

Tudor said about 10 percent to 25 percent of her work is forensic accounting, but some cases can be so big that they make up 25 percent of her practice's revenue. She said some of her cases include working for the Office of the Public Defender and there are opportunities to work for public agencies.

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Congratulations

On behalf of Morgan Stanley Smith Barney, we would like to recognize and congratulate the following Financial Advisor, Groups and Team for their achievement and inclusion in NABCAP Premier Advisors 2012.

The Hidaka Group at Morgan Stanley Smith Barney
The Pacarro Group at Morgan Stanley Smith Barney

The Rand Group at Morgan Stanley Smith Barney

The Strada/McRoberts Team at Morgan Stanley Smith Barney

The van der Pyl-Chee/Ehrman/Lee/Bennett Group at Morgan Stanley Smith Barney

Grant K.T. Kubota

Vice President—Wealth Management, Financial Advisor

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Source: NABCAP: "Premier Wealth Advisors," Honolulu Pacific Business News, July 27, 2012. Over 5000 direct contacts and over 40000 indirect contacts were made to seek participation and/or nomination of participants in the Premier Wealth Advisor Program. The number of individuals contacted varies based on the size of the local market. NABCAP uses a methodology that it has created that includes both quantitative and qualitative criteria including, but not limited to financial planning, education, experience and compliance record. NABCAP contracts with Rank Premier Advisors to administer its evaluation process. NABCAP's evaluation and ranking program (including the evaluation and validation process and the list of NABCAP Premier Advisors) is an independent third-party assessment based on objective, unbiased questions ("Program"). The Program is structured to ensure a comprehensive and objective evaluation of financial advisory practices. NABCAP's methodology includes, but is not limited to (i) average assets per client, (ii) average number of clients per advisor, (iii) financial advisor to support staff ratio, and (iv) financial advisor and support staff credentials/designations. For more information on NABCAP's methodology go to nabcap.org.

Neither Premier Wealth Advisors nor Morgan Stanley Smith Barney pays a fee to be included in the final list of NABCAP Premier Wealth Advisors. The overall evaluation score of a wealth manager may not be representative of any one client's evaluation. The inclusion of a wealth manager on the list should not be construed as an endorsement of the wealth manager by NABCAP or *Honolulu Pacific Business News*. The rating is not indicative of the Financial Advisor's future performance.

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Researched and selected by National Association of Board Certified Advisory Practices (listed alphabetically)

	-		•	•		•
Advisor practice Phone	Firm name Address	Avg. AUM ¹ per client	Average number of clients per advisor	Advisors to support staff	Credentials	Top five specialties
Alan H. Kodama & Associates (808) 792-7412	Ameriprise Financial 1585 Kapiolani Blvd., #1775, Honolulu, HI 96814	\$130,000	333	3:4	N/APP	RP, FP, WP, IM, PM
Cadinha & Co. (808) 523-9488	Cadinha & Co. 900 Fort Street Mall, Ste. 1240, Honolulu, HI 96813	\$1,680,000	78	6:12	CFA, CFP	IM, RM, PM, CP, AM
Cynthia Schnack Lee (808) 547-5278	Wells Fargo Advisors 1001 Bishop St., Ste. 1900, Honolulu, HI 96813	\$1,000,000	70	1:2	CFP, CIMA	IM, PP, RS, EP, CM
Diane M. Kimura (808) 525-7324	Merrill Lynch 1003 Bishop St., 28th Floor, Honolulu, HI 96813	\$2,665,000	59	1:1	N/APP	CS, IM, EP, PM, CM
East West Wealth Management (808) 585-7788	East West Wealth Management 1099 Alakea St., Honolulu, HI 96813	\$6,250,000	21	3:1	CFA, CHFC	IM, EP, PM, CM, AM
Eric Fujimoto (808) 952-1241	Ameriprise Financial 1585 Kapiolani Blvd., #1100, Honolulu, HI 96814	\$440,000	159	3:3	CFP	RP, FP, IM, EP, CM
Grant K. T. Kubota (808) 525-7921	Morgan Stanley Smith Barney 733 Bishop St., 28th Floor, Honolulu, HI 96813	\$675,000	145	1:1	CFP, CRPS, CPA	RP, WP, IM, PP, EP
Heim McCollum Group (808) 525-8330	Merrill Lynch 1003 Bishop St., 28th Floor, Honolulu, HI 96813	\$835,000	34	3:2	CFP, CRPS	RP, FP, IM, RS, PM
Hidaka Group (808) 525-6924	Morgan Stanley Smith Barney 733 Bishop St., 28th Floor, Honolulu, HI 96813	\$575,000	200	2:4	CFP, CIMA	WP, RS, EP, PM, CM
Higa Group (808) 525-7382	Merrill Lynch 1003 Bishop St., 28th Floor, Honolulu, HI 96813	\$1,075,000	88	2:1	CFP	RP, IM, EP, PM, AM
lan Wong (808) 547-5200	Wells Fargo Advisors 1001 Bishop St., Ste. 1900, Honolulu, HI 96813	\$175,000	400	1:1	N/APP	RP, FP, HP, RS, PM
Island Wealth Management (808) 525-7200	LPL Financial 500 Ala Moana Blvd., Ste. 519, Honolulu, HI 96813	\$750,000	16	5:1	CFP	RP, HP, IM, BP, CM
Jason Ikaika Hauanio (808) 322-1577	Merrill Lynch 78-6831 Alii Drive, Ste. 413, Kailua-Kona, HI 96740	\$860,000	145	1:1	CIMA	RP, FP, IM, EP, CM
Joseph Rothstein (808) 952-1222	Ameriprise Financial 1585 Kapiolani Blvd., Ste. 1100, Honolulu, HI 96813	\$355,000	160	1:1	CFP	RP, FP, RM, EP, CP
Kaya Takamoto Wealth Management Group (808) 526-6910	UBS Financial Services Inc. 733 Bishop St., Ste. 1600, Honolulu, HI 96813	\$650,000	90	2:2	N/APP	RP, FP, WP, EP, AM
The Kikawa Institutional Consulting Group (808) 526-6903	UBS Financial Services Inc. 733 Bishop St., Ste. 1600, Honolulu, HI 96813	\$50,000,000 - \$100,000,000+	4	8:5	CFP, CIMA, CAIA, CRPS	IM, RS, RM, CP, AM
Kobayashi, Dowd Group (808) 525-8340	Merrill Lynch 1003 Bishop St., 28th Floor, Honolulu, HI 96813	\$970,000	100	2:1	N/APP	RP, IM, RS, PM, AM
L.J. Brey Inc. (808) 526-2644	L.J. Brey Inc. 321 Halaki St., Honolulu, HI 96821	\$1,565,000	25	1:1	CFA, CFP	RP, FP, IM, EP, PM
Len Fukushima (808) 525-8396	Merrill Lynch 1003 Bishop St., 28th Floor, Honolulu, HI 96813	\$500,000	60	1:1	N/APP	IM, BP, PP, EP, CM
Matsui & Associates (408) 918-5316	Ameriprise Financial 50 W. San Fernando St., Ste. 900, San Jose, CA 95113	\$535,000	120	1:4	CFP, CIMA, CEP	HP, PP, EP, PM, CM
Miho Tokuuke & Associates (808) 935-5202	Merrill Lynch 1437 Kilauea Ave., #205, Hilo, HI 96720	\$915,000	135	2:2	CFP	RP, WP, IM, EP, CM
Natural Investments (808) 331-0910	Natural Investments P.O. Box 390595, Keauhou, HI 96739	\$250,000	60	10:4	N/APP	FP, IM, PM, AM, SA
Pacarro Group (808) 525-6910	Morgan Stanley Smith Barney 733 Bishop St., 28th Floor, Honolulu, HI 96813	\$1,385,000	50	3:1	CIMA, CPWA	RP, RM, EP, PM, CM
Ramona K. Y. Ching (808) 547-5292	Wells Fargo Advisors 1001 Bishop St., Ste. 1900, Honolulu, HI 96813	\$500,000	100	1:1	N/APP	RP, WP, IM, RS, EP
Rand Group (866) 949-8864	Morgan Stanley Smith Barney 33 Lono Ave., Ste. 330, Kahului, HI 96732	\$550,000	87	3:2	CIMA	RP, WP, EP, PM, CM
Schmidt, Shimokawa & Associates (808) 380-8629	Ameriprise Financial 1585 Kapiolani Blvd., Ste. 1304, Honolulu, HI 96813	\$100,000	238	2:1	CFP, CHFC	RP, FP, WP, EP, CM
Strada/McRoberts Team (808) 525-7979	Morgan Stanley Smith Barney 733 Bishop St., 28th Floor, Honolulu, HI 96813	\$660,000	174	6:1	CIMA, CRPS	RP, FP, WP, CM, SA
Tony Brookfield (415) 249-2240	Credit Suisse 650 California St., San Francisco, CA 94108	\$15,000,000	30	1:1	CIMA, CPWA	PP, FS, EP, CM, AM
(413) 249-2240	,					
Tucker Wealth Management Inc. (808) 791-1444	Tucker Wealth Management Inc. 820 Mililani St., Ste. 401, Honolulu, HI 96813	\$540,000	120	1:1	CFP, CPA	RP, FP, IM, EP, CM
Tucker Wealth Management Inc.	Tucker Wealth Management Inc.	\$540,000 \$1,450,000	120	4:3	CFP, CPA	RP, FP, IM, EP, CM FP, HP, IM, RS, CM

Notes: N/APP: none applicable. Although every effort is made to ensure accurate lists, omissions and inaccuracies sometimes occur. Please send notice of errors to Pacific Business News, 737 Bishop St., Ste. 1590, Honolulu, HI 96813, or send email to Ituitupou@bizjournals.com. ¹Assets under management.

Credentials Index:

CEP – Certified Estate Planner
CFP – Certified Financial Planner
CAIA – Chartered Alternative Investment Analyst
CHFC – Chartered Financial Consultant
CLU – Chartered Life Underwriter
CPA – Certified Public Accountant
CFA – Chartered Financial Analyst
CIMA – Certified Investment Management Analyst
CPWA – Certified Private Wealth Advisor
CRPS – Chartered Retirement Plans Specialist
MCEP – Master Certified Estate Planner
AIF – Accredited Investment Fiduciary

AIF - Accredited Investment Fiduciary

Specialties Index:

RP - Retirement Planning

RP – Retirement Planning
EP – Estate Planning
PP – Philanthropic Planning
WP – Wealth Preservation/Insurance
CM – Comprehensive Wealth Management
PM – Portfolio Management
RM – Risk Management
RS – Retirement Services
FS – Family Office Services
PA – Professional Athletes
IC – Low Cost Provider

LC - Low Cost Provider

FP: Financial Planning

SP: Special Needs Planning
BP: Business Planning
CP: Capital Preservation
AM: Asset Allocation Management
IM: Investment Management
LM: Liability Management
CS: Compared Springer

CS: Corporate Services
ES: Executive Services
HP: High Profiled Individuals

SA: Separately Managed Accounts

NABCAP Premier Advisors

ABOUT: The National Association of Board Certified Advisory Practices (NAB-CAP) is an unaffiliated, nonprofit organization based in Colorado that was created to tackle the daunting challenge of identifying top practitioners, and through the process help reform the public's perception of the industry and its professional membership. NABCAP currently has a presence in thirtyfive plus U.S. markets.

The nonprofit along with its board of directors developed a formula designed to identify the best practices as determined by NAB-CAP. Separating and distinguishing the strongest practitioners from the industry's pool of advisors is a solution with merit. The difficulty lies in the clear need for transparency.

"I'm very interested and concerned about the integrity of the industry," says Dr. Chuck King, NABCAP board vice president. "Our goal is to make sure that the people who make our list meet our guidelines. It's not about just hanging out a shingle. One of the reasons I got involved was the need for more scrutiny."

The public requires a reliable, independent resource to provide clarity for their financial decisions. NABCAP was formed to help clarify the picture. And while NABCAP knows there is no perfect solution, it is committed to promoting higher standards and transparency, which are vital to the long-term success of the investing public.

"We're not just counting assets under management," says King. "We're interested in the processes used. And we don't just take anybody. This is not a pay-to-play organization. I'm a big believer in free markets. And what makes free markets work is information, not a lot of regulations. The more perfect the information, the more perfect the regulation.'

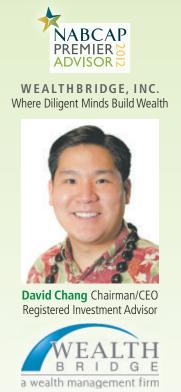
METHODOLOGY: The primary focus of NABCAP is to serve the needs of the investing public by helping identify top wealth

managers. NABCAP and its board of directors created an unaffiliated evaluation process in which 20 categories of practice management are assessed. Advisors are invited and/or nominated to participate by submitting an online questionnaire. The multistep verification process utilizes independent resources to assess the accuracy and truthfulness of the information submitted by participating advisory practices. NABCAP's methodology is unique in deciphering advisors because it is primarily objective, not subjective, and helps add transparency for the investor's benefit. NABCAP takes pride that its list of premier advisors is not merely defined by Assets Under Management (A.U.M.), revenues produced or even worse, popularity. Alternatively, NAB-CAP attempts to identify top advisors regardless of size, firm or affiliation.

CONSUMER USE: Even though NABCAP's vetting process is comprehensive in evaluating advisors, every single practice on the list most likely will not fit you the investor. The list of advisory practices is in alphabetical order; NABCAP believes there is not one perfect practice for every investor out there

The first step recommended by NABCAP is to narrow down the list of practices by average client size. It is recommended you select practices that have an average client size of . 1/2 - 1/4 the size client you would estimate yourself, family or business to be. For example, if you have approximately \$2 million of investable assets then identify practices with an average client size of \$500K- 1million. This way, you fall within the top 20% of a practice's entire clientele. This increases the probability you receive the practice's top-shelf service, care and attention. In addition to narrowing down the field of practices by average size

CONTINUED ON PAGE 27



WealthBridge Inc. is a wealth man-

agement firm empowering high-net worth individuals, not-for-profit and closely held businesses achieve their goals through premier diversified financial services.

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Grant K.T. Kubota

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- Designing solutions that help preserve wealth and minimize taxes
- Planning for the transfer of assets to loved ones

Areas of Focus

IRAs, Roth IRAs, IRA Rollovers, 401(k)s, Tax-Free Income, Lifetime Income



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Grant Kubota provides comprehensive wealth management services to individuals, families, and institutions. His services include estate, philanthropic, and retirement planning; investment analysis and portfolio management; and evaluation of life and long-term care insurance.

He is a CERTIFIED FINANCIAL PLANNER™ professional and CHARTERED RETIREMENT PLANS SPECIALIST™. A former CPA, he has a diverse professional and educational background. Prior to joining Morgan Stanley Smith Barney, he practiced as a CPA with the global accounting firm KPMG. He holds an MBA degree and is a graduate of Punahou School.

To learn more about his wealth management services, please contact him at 808.525.7921 or visit www.fa.smithbarney.com/kubota.